# Introduction to E-Government

Exercise 02

Group 05

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# Agenda

- We have selected the **Europeana** which involves **cross-border service provision** to identify the underlying strategy / strategies the project contributes to:

  - The seven principles of the eGovernment Action plan 2016-2020 of the EU
  - The single digital gateway regulation of the EU
  - The goals of the updated National E-Government Strategy in Germany
  - Trajectory of Strategy, Program and Type of Project

# The seven principles of the eGovernment Action plan 2016-2020 of the EU

## 1. Digital by default

It is a strategy adopted by government or organizations where they deliver their services through digital channels

Europeana is digital by default and lets users access all the content online. Users can search, browse, and access a vast range of digitized cultural resources, such as images, texts, videos, and audio recordings, all in a digital format.

## 2. Once only principle

This principle ensure that citizens and businesses provide data only once and the received data is shared and reused within public administrations.

Europeana is just a web portal which aims is to make cultural material data accessible to public and it is more like a broadcast channel, so it does not directly implement this principle.

## 3. Inclusiveness and accessibility

Inclusiveness and accessibility talks about recognizing the importance of addressing barriers such as limited digital literacy, affordability, and access to technology

Europeana emphasizes that digital services should be accessible to all individuals regardless of their abilities and background. It also focusses on removing language barrier and the content is available in different languages.
They adhere to web accessibility standards too.

## 4. Openness & transparency

Europeana provides open access to cultural heritage resources and promotes content sharing and reusability by public. Users can freely access and use the digital content for various purposes.

It operates with a governance model that involves various stakeholders, including cultural institutions, content providers, and user communities. It follows transparent processes for decision-making, policy development, and content curation.

# The seven principles of the eGovernment Action plan 2016-2020 of the EU (Contd)

## 5. Cross-border by default

Europeana aligns with the Cross-Border by Default principle to promote cross-border interactions and transactions within the European Union (EU) in the context of digital cultural heritage.

## 6. Interoperability by default

Interoperability enables different systems or components to communicate with each other without barriers or restrictions. Europeana has developed the Europeana Data Model, or EDM, which provides a standardized framework for describing and linking cultural heritage data. They promotes the use of common technical standards, protocols, and data formats to ensure interoperability.

## 7. Trustworthiness & Security

Europeana is committed to protecting the privacy and personal data of its users. It adheres to relevant data protection regulations, such as GDPR in the European Union. It also encourages users to provide feedback and report any concerns regarding trustworthiness or security.

# 2- The single digital gateway Strategy and Regulation of the EU

**Digital Agenda for Europe: Aims:**

Overall aim: "*deliver sustainable economic and social benefits from a **digital single market based** on fast and ultra-fast internet and interoperable applications.*"

**Digital Single Market Strategy for Europe (DSM):**

- Overall strategic objectives
- Bringing down barriers to unlock online opportunities by
    - **Modernizing** public administration
    - Achieving **cross-border interoperability**
    - Facilitating **easy interaction** with citizens

  **About the project as per DGS : Europeana**
    - Europeana is based on the EU's Digital Single Market strategy
    - A digital e-government initiative that promotes cross-border access to cultural heritage resources across Europe
    - It allows users to search and access digitized books, artworks, and archives from different European countries

# A Digital Single Market Strategy for Europe

**2. Better online access for consumers and businesses across Europe**

**2.4. Better access to digital content - A modern, more European copyright framework:**

- *"Europe needs a more harmonised copyright regime which provides incentives to create and invest while allowing* **transmission and consumption of content across borders, building on our rich cultural diversity***."*

- *"Innovation in research for both non-commercial and commercial purposes"*

To that end, Europeana's initiatives allow the cross-border access to cultural heritage content enable the EU citizens and businesses to access cultural heritage materials across Europe.

Additionally, Europeana provides access to research and educational and materials, such as historical documents, artwork, and scientific data. This content can be used by educators, students, and researchers across the EU to support innovation.

Hence, this initiative promote better access to digital content, research material while promoting a shared cultural identity among EU citizens which is aligned with the section 2 and sub-section 2.4 of DSMS.

As per the overall strategic objectives of Digital Single Market Strategy for EU, Europeana project contribute to all the underlying objectives:

Bringing down barriers to unlock online opportunities by

- Modernizing public administration
  - Europeana is pioneer in the digitization of cultural heritage materials and the development of innovative digital tools and services as a cross-border EU platform. The expertise of the project help to enhance the development of novel digital technologies and services supporting single digital market objectives.
- Achieving cross-border interoperability
  - The cultural heritage material could be accessed by EU countries as a single digital gateway.
- Facilitating easy interaction with citizens
  - Europeana's contributions to the SDG align with the goal of creating a more connected and innovative digital society in EU. Hence, facilitating easy interaction and service delivery to citizens of Europe.

**Reference:**
**A Digital Single Market Strategy for Europe** {SWD(2015) 100 final}, *Retrieved from:* https://ec.europa.eu/priorities/digital-single-market_en, http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52015DC0192&from=EN

# A Digital Single Market Regulations for Europe

As Europeana is an EU cross-border project, and it's responsible for dissemination of cultural heritage materials. The project must comply with Single Digital Gateway regulations.

- Based on legislation procedure number 42 of Single Digital Gateway Regulation: **The project must comply with the General Data Protection Regulations** (GDPR) as its mainly involved with collecting, processing, and dissemination.
- Based on legislation procedure number 12 of Single Digital Gateway Regulation: **The project of Europeana uses once-only**, which means that citizens and relevant entities do not have to provide the same information again.
- Also, the project must comply with copyright directive when providing access to the heritage materials.

**Reference:**
**A Digital Single Market Strategy for Europe** {SWD(2015) 100 final}, *Retrieved from:*
https://single-market-economy.ec.europa.eu/single-market/single-digital-gateway_en
https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32018R1724

# 3- The goals of the updated National E-Government Strategy in Germany (NEGS)

- **Benefits for Citizens, Businesses and Administration** – Europeana provides citizens with free access to a variety of cultural resources across Europe allowing them to explore and engage with cultural heritage and to learn about different cultures. Provides opportunities for businesses to partner with cultural institutions and to collaborate with digital projects and initiatives. This supports the goal of the e-Government strategy by providing an open platform that has barrier-free access to all users.

- **Profitability, Efficiency and Performance** – Profitability is not a primary goal of this project, but it aims to make all the cultural resources more accessible and efficient to use by providing a single platform. Europeana collaborates with cultural institutions to improve the quality of the existing resources and implement new digital tools to enhance performance.

- **Information Security and Data Protection** – this has implemented measures for data encryption, access controls, complying with GDPR, regular security assessments to preserve the confidentiality, integrity and availability of the data

- **Transparency and Social Participation** – Operates on open data policy which means all data and metadata are freely available to the public under open licenses to promote transparency. This project encourages social participation by promoting multilingualism; making content available in 30 European languages to allow a wide range of users across Europe to access the digital content for research, education and cultural innovation.

- **Innovation and Sustainability** – achieved digital innovation by providing APIs, tools and resources that enable developers to create new applications based on Europeana's data. This project collaborates with cultural institutions, content creators and technology partners across Europe to digitize cultural resources. This has come-up with a sustainable plan that outlines long-term objectives that focus on ensuring the long-term sustainability of the platform, data and its services including measures to improve operational efficiency, increase revenue streams and reduce costs.

**References:**
- https://www.it-planungsrat.de/der-it-planungsrat/nationale-e-government-strategie
- https://www.europeana.eu/en/professionals
- https://pro.europeana.eu/page/strategy-2020-2025-summary

# Trajectory of Strategy, Program and Type of Project

**Identify the strategy to which the project belongs to?**

- Europeana is based on the Europe Union's Digital Single Market strategy.

**Identify under which program the project is funded?**

- The Europeana Initiative is financed by the European Commission with the crucial support of EU Member States.

**What type of project it is?**

- This project is cross-border by default and the project falls into research and implementation type category.

> **Thank you for your attention**